

filed 23 Jan 2007

PTO/SB/08a (08-03)

Approved for use through 07/31/2006. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/PTO				Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary)				Application Number	09/849,495
				Filing Date	May 4, 2001
				First Named Inventor	Denis KHOO et al.
				Art Unit	3622
				Examiner Name	Khanh H. LE
Sheet	1	of	3	Attorney Docket Number	6000-005-52

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
		US -5,034,807	7/1991	Von Kohorn	
		US -5,283,734	2/1994	Von Kohorn	
		US -5,319,455	6/1994	Hoarty et al.	
		US -5,488,423	1/1996	Walkingshaw et al.	
		US -5,515,270	5/1996	Weinblatt	
		US -5,524,195	6/4/1996	Clanton et al.	
		US -5,541,638	7/30/1996	Story	
		US -5,619,249	4/8/1997	Billock et al.	
		US -5,684,918	11/1997	Abecassis	
		US -5,734,853	3/31/1998	Hendricks et al.	
		US -5,754,939	5/19/1998	Herz et al.	
		US -5,759,101	6/1998	Von Kohorn	
		US -5,774,170	6/1998	Hite	
		US -5,774,870	6/1998	Storey	
		US -5,806,045	9/1998	Biorge et al.	
		US -5,832,457	11/1998	O'Brien et al.	
		US -5,915,243	6/1999	Smolen	
		US -5,926,624	7/20/1999	Katz et al.	
		US -5,929,850	7/1999	Broadwin et al.	
		US -5,937,329	8/10/1999	Helmy	
		US -5,978,013	11/1999	Jones et al.	
		US -6,005,561	12/21/1999	Hawkins et al.	
		US -6,282,293	8/2001	Itoh et al.	
		US -6,282,713	8/2001	Kitsukawa et al.	
		US -6,336,100	1/1/2002	Yamada	
		US -6,411,992	6/25/2002	Srinivasan et al.	
		US -6,446,261	9/2002	Rosser	
		US -6,463,585	10/8/2002	Hendricks et al.	
		US -6,505,240	1/7/2003	Blumenau	
		US -6,553,178	4/2003	Abecassis	
		US -6,594,825	7/15/2003	Goldschmidt Iki et al.	
		US -6,698,020	2/24/2004	Zigmond et al.	
		US -6,738,978	5/2004	Hendricks et al.	
		US -6,799,327	9/28/2004	Reynolds et al.	
		US -6,816,628	11/9/2004	Sarachick et al.	
		US -6,820,277	11/16/2004	Eldering et al.	


REST 11590543


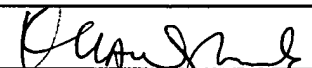
DONALD L. CHAMPAGNE
PRIMARY EXAMINER

25 March 2007

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/PTO				Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary)				Application Number	09/849,495
				Filing Date	May 4, 2001
				First Named Inventor	Denis KHOO et al.
				Art Unit	3622
				Examiner Name	Khanh H. LE
Sheet	2	of	3	Attorney Docket Number	6000-005-52

U. S. PATENT DOCUMENTS (con't.)					
Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
		US -6,868,415	3/15/2005	Kageyama et al	
		US -6,075,971	6/1/00	Williams et al.	
		US -5,483,276	1/1/96	Brooks et al.	
		US -5,500,681	3/1/96	Jones	
		US -5,564,073	10/1/96	Takahisa	
		US -5,264,933	11-23-93	Rosser	
		US -5,758,072	5/26/98	Filepp et al.	
		US -6,490,587	12/3/2002	Easty	
		US -6,189,008	2/13/2001	Easty	
		US -6,285,999	9/14/2001	Page	

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ³
		Country Code ² Number ⁴ Kind Code ⁵ (if known)				
		WO 9950778	10/7/1999	Slade		
		WO 0043892	7/27/2000	Galuten		
		WO 99/04561	1/28/1999	Alexander		
		WO 02/084502	10/24/2002	Cristofalo et al.		
Examiner Signature				Date Considered	3/19/07	

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. 1 Applicant's unique citation designation number (optional). 2 See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. 3 Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). 4 For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. 6 Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/PTO		Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary)		Application Number	09/849,495
		Filing Date	May 4, 2001
		First Named Inventor	Denis KHOO et al.
		Art Unit	3622
		Examiner Name	Khanh H. LE
		Attorney Docket Number	6000-005-52
Sheet	3	of	3

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
ku		Masih, Rumi. "An empirical analysis of the demand for commercial television advertising," Applied Economics, 32, 2, 149(1), February 1999.	
ku		Balabanovc et al. "Fab: Content-Based, Collaborative Recommendation," Communications of the ACM, Vol. 40, No. 3, March 1997.	
Examiner Signature			Date Considered
			3/19/07

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Applicant's unique citation designation number (optional). ² Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.